

A M E N D M E N T

Please amend the above-identified application as follows:


IN THE SPECIFICATION:


Page 11, line 9, change "IT" to --It--.

Page 15, line 16, change "615" to --620--.

IN THE CLAIMS:

Please amend Claims 1, 12, 14, and 19-22 by rewriting the same as below:

 --1. (Amended) A computerized customer acquisition method comprising the steps of:
selecting a customer account record from an electronic customer account database of a first entity, said customer account record including a customer identifier;
determining if an individual indicated by said customer identifier is a customer of a second entity; and
providing an acquisition offer to said individual to pay an amount if said individual becomes a customer of said second entity.--

 --12. (Amended) A computerized customer acquisition system comprising:
means for selecting a customer account record from an electronic customer account database of a first entity, said customer account record including a customer identifier;
means for determining if an individual indicated by said customer identifier is a customer of a second entity; and
means for providing an acquisition offer to said individual to pay an amount if said individual becomes a customer of said second entity.--

Sub
G 356

--14. (Amended) A computerized customer acquisition method comprising the steps of:
establishing in an electronic database predefined conditions for offering to pay an
amount to an individual provided said individual becomes a customer of a first entity; and
providing said predefined conditions to a second entity to determine whether said
second entity should provide [said] an acquisition offer to said individual.--

Sub
B 7

--19. (Amended) A customer acquisition system comprising:
a memory for storing [a] customer account records;
a processor operatively coupled to said memory, said processor configured to:
establish predefined conditions for offering to pay an amount to an individual provided
said individual becomes a customer of a first entity; and
communicate said predefined conditions to a second entity to determine whether said
second entity should provide [said] an acquisition offer to said individual.--

--20. (Amended) A computerized customer acquisition system comprising:
means for establishing in an electronic database predefined conditions for offering to
pay an amount to an individual provided said individual becomes a customer of a first entity;
and
means for communicating said predefined conditions to a second entity to determine
whether said second entity should provide [said] an acquisition offer to said individual.--

--21. (Amended) An article of manufacture comprising:
a computer readable medium having computer readable program code means embodied
thereon, said computer readable program code means comprising:
a step to establish predefined conditions for offering to pay an amount to an individual
provided said individual becomes a customer of a first entity; and
a step to communicate said predefined conditions to a second entity to determine
whether said second entity should provide [said] an acquisition offer to said individual.--